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Robinson, Yvette J.

From: Robinson, Yvette J.
Sent: Monday, October 25, 1999 3:31 PM
To: Rawlinson, Whit
Cc: Berner, Vicki A.; Gable, Dominique
Subject: RE: Noches de Baile

Yeah!!! Thanks for the realization that we, PM needs to continue to understand the Latin Market and tweak the program to fit this consumer. As discussed, CF has got to be proactive, not reactive.

I have reiterated the following points to CF:

-If the female in-house managers cannot control the evening (often times, Latin Males do not respect a female in an authoritative/decision making role)- CF should make changes to male managers.
-Review/discuss with all club/venues the contract issues and insist/enforce a Marlboro, only night.
-All EC's/CF managers must be present at the club/venues no later than 3:00 pm day of event. And stay at club/venue to ensure that PM receives a quality event without co-promoters. There will be no exceptions to the rule.

We need to get together in the am to further discuss. Thanks.